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TO: Edna Moore

DATE: November 15, 1994

FROM: Karen Marryshow

SUBJECT: FINAL 1994 Hispanic Events Media Schedule

Attached is the Final 1994 Hispanic Virginia Slims Tennis media schedule, which is planned and placed by Leo Burnett. The following outlines the plan:

Budget Recap

Total Budget: \$123.0M (does not include \$20.5 for production)  
80.0M (For key tournament markets)  
15.5M (Allocated for Legends)  
27.5M (transferred from canceled B&H Festivals)

Budget  
\$123.0M

CPE  
\$106.8M

Difference  
\$16.2M

Schedule adjustments

- Frequency levels for El Diario and Noticias Del Mundo for the New York Championship were increased to six times (from 3 times).

Please note that we are \$16.2M under budget. Due to timing and limited vehicles, we are unable to reinvest these funds.

If you have any questions, please let me know.

Thank you.

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Leo Burnett  
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